

Seeing through new eyes

Social value analysis for Transported's photography project with Elsoms seed company in Lincolnshire



The company chairman wanted a happy workforce that had empathy with each other



Transported needed evidence of impact to partner other employers

Transported ran a photography project for Elsoms staff, from cyanotypes to digital skills so participants could develop photography as a hobby
Artists: Electric Egg and Katie Smith



One man wanted to take better photos on his honeymoon



Another was preparing for retirement



One woman bought a flower press and went on to other workshops

The beautiful photographs exhibited showed staff their colleagues and their environment

"Through new eyes"

Our happiness data matched national datasets. participants happiness started lower and ended higher than the norm, increasing by:



And for staff overall, the score for understanding each other's roles increased by:



how
happy
are you?

Participants before

6.8

Lincolnshire average

7.5

Participants after:

8.3

Increased team-spirit means the company can be more productive, but needs to watch for new cliques



You have different conversations with colleagues you are used to spending a lot of time with



It's lovely to see the workplace look so photogenic



National research says the arts make people happy, equivalent to a

£1k pay¹
rise

And people value relationships at around

£3k¹

Research shows team spirit can increase turnover by:

13%²

And profit by:

2.5%²

With a knock on multiplier in the economy

£12k

Future investment

£17k

Estimated personal & social benefits

£14k

Estimated profit for the company

£8k

Estimated benefit in economy

Next:

- ▶ Manage capacity so every investment returns the best it can
- ▶ Promote the arts for wellbeing and work teams that make businesses better

1. From Subjective Wellbeing Valuations by Simetrica
2. Harvard Business Review 2002

SEEING THROUGH NEW EYES

SOCIAL VALUE ANALYSIS FOR TRANSPORTED'S PHOTOGRAPHY PROJECT WITH ELSOMS SEED COMPANY IN LINCOLNSHIRE



THE COMPANY CHAIRMAN WANTED A HAPPY WORKFORCE THAT HAD EMPATHY WITH EACH OTHER



TRANSPORTED NEEDED EVIDENCE OF IMPACT TO PARTNER OTHER EMPLOYERS

TRANSPORTED RAN A PHOTOGRAPHY PROJECT FOR ELSOMS STAFF, FROM CYANOTYPES TO DIGITAL SKILLS SO PARTICIPANTS COULD DEVELOP PHOTOGRAPHY AS A HOBBY
ARTISTS: ELECTRIC EGG AND KATIE SMITH



ONE MAN WANTED TO TAKE BETTER PHOTOS ON HIS HONEYMOON



ANOTHER WAS PREPARING FOR RETIREMENT



ONE WOMAN BOUGHT A FLOWER PRESS AND WENT ON TO OTHER WORKSHOPS

THE BEAUTIFUL PHOTOGRAPHS EXHIBITED SHOWED STAFF THEIR COLLEAGUES AND THEIR ENVIRONMENT

"THROUGH NEW EYES"

OUR HAPPINESS DATA MATCHED NATIONAL DATASETS. PARTICIPANTS HAPPINESS STARTED LOWER AND ENDED HIGHER THAN THE NORM, INCREASING BY:



AND FOR STAFF OVERALL, THE SCORE FOR UNDERSTANDING EACH OTHER'S ROLES INCREASED BY:



HOW HAPPY ARE YOU?

PARTICIPANTS BEFORE

6.8

LINCOLNSHIRE AVERAGE

7.5

PARTICIPANTS AFTER:

8.3

Increased team-spirit means the company can be more productive, but needs to watch for new cliques



You have different conversations with colleagues you are used to spending a lot of time with



It's lovely to see the workplace look so photogenic



NATIONAL RESEARCH SAYS THE ARTS MAKE PEOPLE HAPPY, EQUIVALENT TO A

£1K PAY RISE¹

AND PEOPLE VALUE RELATIONSHIPS AT AROUND

£3K¹

RESEARCH SHOWS TEAM SPIRIT CAN INCREASE TURNOVER BY:

13%²

AND

PROFIT BY: **2.5%**²

WITH A KNOCK ON

MULTIPLIER IN THE ECONOMY

£12K

FUTURE INVESTMENT

£17K

ESTIMATED PERSONAL & SOCIAL BENEFITS

£14K

ESTIMATED PROFIT FOR THE COMPANY

£8K

ESTIMATED BENEFIT IN ECONOMY

NEXT:

- ▶ Manage capacity so every investment returns the best it can
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